ARIZONA®
GRAND CANYON STATE

Graphic Standards and
Usage Guidelines 2006

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A Letter from the Director

In today's intensely competitive marketplace, brands and the emotional connections that they are able to forge with their target audiences are key elements of competitive advantage. Yet traditional branding methods are being rendered ineffective as increasingly skeptical and message-bombarded consumers become overwhelmed by the noisy clutter of brand claims and hype.

A clearly articulated brand position is key to driving high impact and consistent brand messaging that cuts through the hype, differentiates your brand from the sea of competitors and resonates with your target consumers. Why? Because it is what a brand stands for in the mind of the target customer that dictates whether a product or service wins or loses in today's marketplace.

On behalf of the Arizona Office of Tourism (AOT) I want to thank you for your interest in helping brand Arizona. This style guide will provide general guidance for using AOT messages, graphic and stylistic elements for promotion across a broad platform of mediums. The purpose of this guide is to create a recognizable and distinguishable brand that embodies the core brand promise for Arizona. The images, colors and style elements are representative of the overall brand positioning that AOT has defined. Because it was designed to solidly convey these elements, proper and consistent usage will help to ensure the overall effectiveness of the Arizona brand.

Thank you,

Margie A. Emmermann

Margie A. Emmermann

OVERVIEW_IT'S ALL IN THE FAMILY

The purpose of this style guide is to provide general guidance to organizations using AOT messages and graphic elements in promotional materials and campaigns, including products, services and destinations.

All marketing communications are influential in shaping and reinforcing an accurate and consistent image of our state. Whether it's a tourism Web site, a marketing campaign, a park's facilities guide, newsletter, or a direct mail piece encouraging business development, we want to stand apart from the competition and communicate that Arizona is unique. Most importantly, we want to present a consistent look, feel and tone. Over time, that will build a better foundation for us in visitors' minds and hearts.
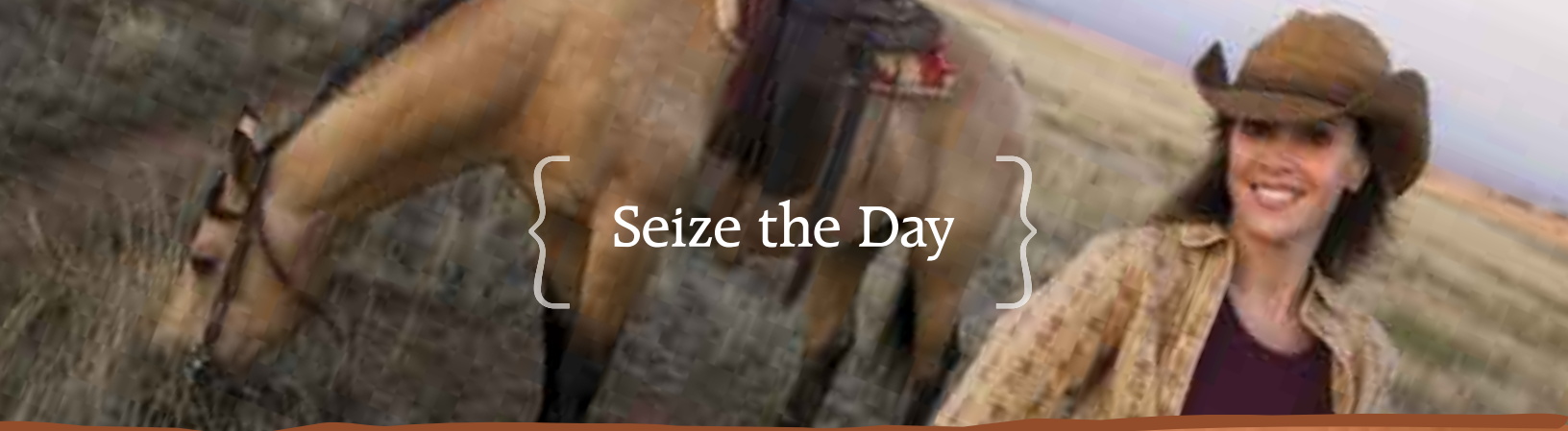
{ Seize the Day }

THE ARIZONA PERSONALITY

"Seize the Day" encapsulates the feeling and excitement of Arizona. In one day, an Arizona visitor can go from snow-capped mountains to the Sonoran Desert, from a posh resort to a rustic dude ranch cookout. The state's innate characteristics lend a unique and varied set of adventures in which a visitor can embark. The Seize the Day attitude is positive, proactive, energetic and most of all, adventurous. All of our communications should reflect this genuine personality, whether directly or indirectly.

This eloquent and poignant brand statement should be implemented not so much as a tagline to go along with the logo, but more as a statement to accompany the entire package of texture, photography, and messaging.

The uniform use of the Arizona Office of Tourism theme will enhance the recognition of ads and maximize our collective investment in marketing and media placement. These guidelines are not intended to inhibit creativity or to increase the difficulty of production, but rather are provided to assist in communicating a consistent and positive identity for Arizona. To ensure the success of the Arizona branding and to guarantee the quality and consistency of Arizona's brand identity, all logo usage must comply with the design guidelines provided in this document.

THE AOT IDENTITY MARKS

FOUR MAIN VERSIONS

1 **ARIZONA**
GRAND CANYON STATE

2 **ARIZONA**
GRAND CANYON STATE

3 **ARIZONA**
GRAND CANYON STATE

4 **ARIZONA**
GRAND CANYON STATE

1. white logo on color/ black   2. black logo on color/white

3. four-color logo for dark backgrounds   4. four-color logo for light backgrounds

! Please note: There are two additional identity marks that were developed for very specific placements and are rarely used. These horizontal versions are to be used only if the space available for the mark is extremely constricted vertically and none of the main versions would fit comfortably. Or it is being placed online or in an interactive medium.

1. white logo on color/black

ARIZONA
GRAND CANYON STATE

2. black logo on color/white

ARIZONA
GRAND CANYON STATE

It's impossible to list the myriad of ways in which the AOT logo can be manipulated incorrectly. Instead, we have given the following checklist to make sure it is being used correctly. If you can answer all of the following questions satisfactorily, chances are, you are following the standards of the Arizona brand.

AOT IDENTITY USAGE GUIDELINES

Are the logos in their original proportions? (YES.)

Are any elements separated, moved or removed? (NO.)

Is the "Grand Canyon State" text legible at the final reproduction size? (YES.)

Is the logo crowded with other graphical elements, such as typography and imagery? (NO.)

Do the colors match the colors of the original logo files? (YES.)

Are there any drop shadows, overlays or other filters added to the logo? (NO.)

Does the registered symbol (®) accompany the logo? (YES.)

The Arizona brand is not only the logo, it's the accumulative effect of using the appropriate graphic elements, messaging, photography and tone to communicate a particular experience and feeling. Emphasizing the same set of visual elements will build a consistent look across many mediums.

VISUAL ELEMENTS INVENTORY

Typography is an important element we use to convey the brand personality. Our main font, Raleigh, has an authentic nature, strong form and a unique personality. It was based on Carl Dair's Cartier typeface, which was designed for the Canadian Centennial and the 1967 Montreal World's Fair. Use this font for headlines and subheads.

VISUAL ELEMENTS_Typography_main

Raleigh Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Raleigh Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Raleigh Demi
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Raleigh Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

There are other fonts in our family of typography. The first, Trade Gothic, should be used for short body copy in advertising and collateral materials. Vendetta is to be used in long format copy, such as advertorials, brochures and articles. Vendetta can be replaced with a more common serif font (lightweight) such as Garamond, Palatino or Baskerville.

VISUAL ELEMENTS_Typography_subfonts

Trade Gothic Condensed No. 18
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Trade Gothic Bold Condensed No. 20
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Vendetta Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Vendetta Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

! There are a few occassions where a certain word or phrase in a headline needs to stand out, either for meaning or for impact. In such a case, a script font can be used. (Never use these fonts for entire headlines or thoughts.) Though not officially listed as a member of our font family, these fonts include Poppl-Exquisit, Berthold Script, Snel Roundhand, or any similar script font as long as it's used with restraint. See page twenty-eight for an example.

Perhaps the most striking element of all is the imagery used in a particular medium. Photography, when carefully selected, can reinforce key messaging points, add emotional and visual interest, and directly show all that Arizona has to offer. In our case, the imagery is also the product. Here are a few guidelines to keep in mind when using photography:

VISUAL ELEMENTS_Photography

Select photography that showcases an experience and is not simply a landscape or natural still life.

Try to crop the photo in such a way that nothing important is missing.

If a single photograph cannot convey the message, find one or two more that complement the first photograph.

Avoid imagery that seems dull or unimaginative whenever possible.

Select photography that highlights the diversity of our visitors.

Remember that imagery should always add meaning to the overall message. If this isn't the case, re-evaluate its importance.

For more information, contact the Arizona Office of Tourism's Advertising Division at (602) 364-3699.

The color palettes for our brand have been carefully selected to reflect the natural resources of Arizona. They are authentically earthy, while retaining the bright and colorful nature of all of our cultures.

First-Level Colors
These colors should be used for primary elements such as textures and important copy points. Tints, shades and transparencies are acceptable (when necessary.) However, they should never exceed 30%.

Second-Level Colors
This palette should be used to complement the first-level colors, but never so much that they overwhelm them. Tints, shades and transparencies are acceptable (when necessary). However, they should never exceed 30%.

VISUAL ELEMENTS_Color Palette

First-Level Colors

name	pantone	cmyk
turquoise	253-1 c	c 77 m 42 y 44 k 30
sienna	71-1 c	c 26 m 77 y 91 k 13
olive	315-1 c	c 76 m 49 y 92 k 58
khaki	317-8 c	c 37 m 43 y 69 k 24
green	308-2 c	c 45 m 38 y 86 k 25
chili	321-3 c	c 40 m 91 y 94 k 44
slate	326-5 c	c 0 m 0 y 0 k 77
blue	217-2 c	c 83 m 43 y 30 k 18

Second-Level Colors

name	pantone	cmyk
red	91-2 c	c 17 m 84 y 87 k 4
royalty	166-2 c	c 49 m 68 y 10 k 2
canary	5-2 c	c 3 m 2 y 91 k 0
sky	236-1 c	c 3 m 2 y 91 k 0
orange	32-1 c	c 2 m 43 y 83 k 0
lime	304-1 c	c 44 m 17 y 98 k 4

In order to keep any designs or layouts from feeling too contrived or derivative of the computer, we leverage the use of a texture. This texture was developed to add warmth and an organic touch to our communication; and uses the first-level color palette as its origin. Instead of using a block of color, use a field of this texture whenever possible. This guide uses most of the textures in our collection.
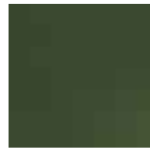
VISUAL ELEMENTS_Textures

turquoise

green

sienna

chili

olive

slate

khaki

blue

Another element that adds a human touch to our communication efforts is the horizon line. Designed to loosely resemble an Arizona horizon, this uneven stroke is used mainly to seperate elements (such as photography from the texture, or information from imagery) within a design and can do so vertically or horizontally. It keeps layouts from becoming too angular or square. Most often, they are implemented in the second-level color palette.

## VISUAL ELEMENTS_horizon line

red

royalty

canary

sky

orange

lime

! Users may choose to create their own horizon line, as long as they remember that the stroke needs to be relatively flat.

There are times when an extra element is required to help separate space in a layout or to keep the overall design organized. In such cases, we utilize printer fleurons, which are basically small dingbats and ornaments created to complement the content and tone of that particular piece of communication. Care has been taken to create a set designed specifically for our brand, though they should be used sparingly. **For more information, contact the Arizona Office of Tourism's Advertising Division at (602) 364-3699.**
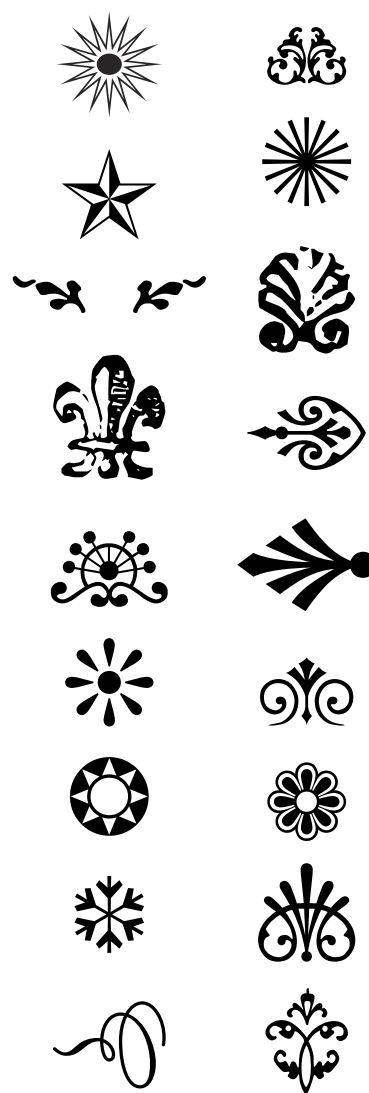
VISUAL ELEMENTS_Fleurons

linear separators
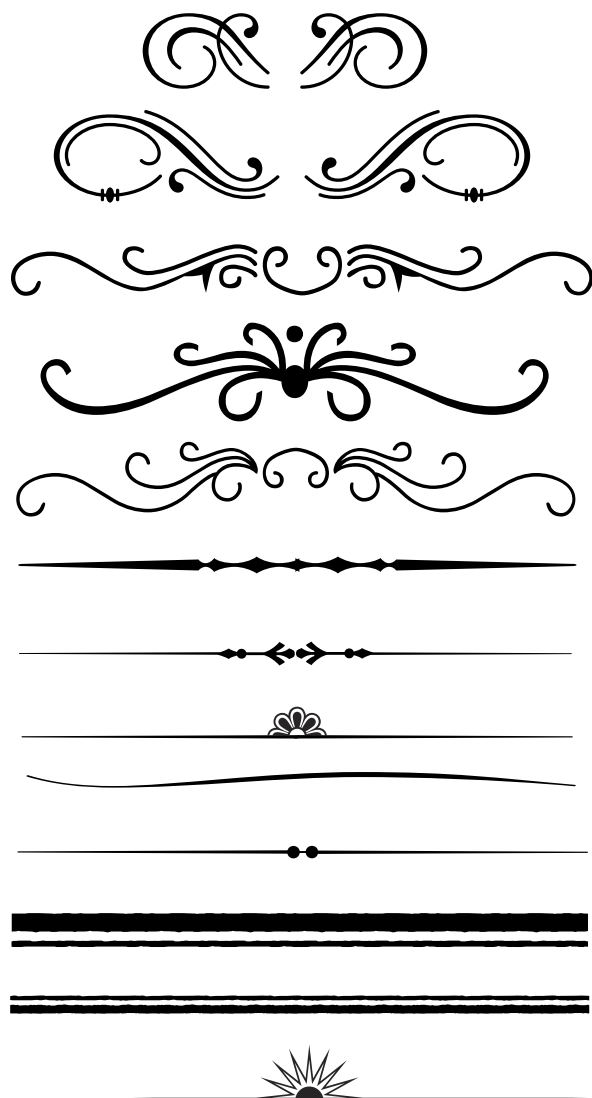
dingbats

There's a perception in the minds of consumers that the desert is the only thing to see when visiting Arizona. What visitors do not understand is that Arizona is very unique compared to other destinations. Here, visitors can enjoy a wide range of activities – many, all in one day. For example, in the morning visitors can play golf and at night enjoy a night out on the town. Or they can hike a mountain trail and later they can relax with a soothing massage.

When writing a headline or body copy for marketing materials related to Arizona, it is important to consider the tone, style and character of the Arizona brand. It's also integral to keep in mind the content of the photo and allow for a twist between what is expected and what is actually written.

MESSAGE & MANNER

Headlines:

With this in mind, try to incorporate that "contrast" message into every headline and follow through with the thought in the body copy. Headlines should maintain a clever honesty. They should be concise and to the point. And try to avoid too many superlatives.

Body copy:

The body copy should reflect the brand in that it should be written as if you, the writer, are conversing with someone at a coffee shop or with a relative in another state. Remember, the magic is in the product and there is no other more beautiful product than Arizona. The copy should be casual, friendly and honest. Do this and you'll have your audience visiting Arizona before your know it.

MESSAGE & MANNER_Headlines and copy

APPLICATIONS OF THE BRAND

There is almost a limitless variety of mediums through which we communicate the values, benefits and pleasure of an Arizona experience. Although not exclusive, the following are examples of some of these mediums and a succinct walk-through of the designs, ie: what elements were used, how they were used and why. This should help the user solve their particular design challenge and result in the best visual solution.

Advertising

Raleigh, approx. 15 pt.

Headline uses the same color as the bottom texture, and a complementary color.

Headline and inset photos are sized to fit into negative space of the photo.

Horizon line is ragged, but overall fairly straight, and is set in a complementary color.

NOTE:
If you were to pick one piece by which to measure a design solution, this is it.

Photos highlight the interaction between the person and the environment and are neither a simple landscape or portrait.

White AOT identity chosen to separate from the darker background.

Trade Gothic, approx. 11 pt.

Texture color chosen to match elements in photography.
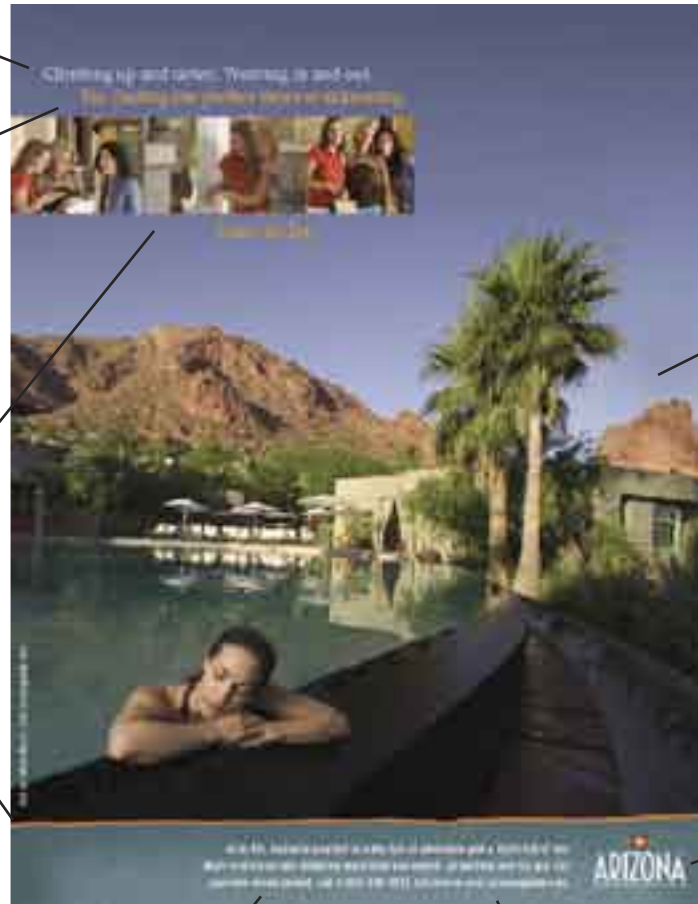
Partner Advertising

One instance where the complementary color of the headline is simply a tint of the first color. This kept the middle from competing against the photos.

If possible, make an attempt to coordinate the photos so they work together; as in this case: it is a blue hue with warm, yellow and orange highlights.

WIN the adventure of a lifetime to Arizona.
And the charming town of Flagstaff.

Nestled in the shadow of Mt. Humphreys, Arizona's highest peak, Flagstaff is the perfect place to spend some time before exploring the Grand Canyon, the Navajo Nation or Sedona. The city's 7,000-foot elevation makes it much cooler than the rest of the state. Besides the year-round outdoor activities, Flagstaff's rustic downtown has a great selection of restaurants, outdoor cafés and endless shops.

To learn more about Flagstaff and win a chance to experience it for yourself, visit www.arizonachallenge.co.uk.

Flagstaff

ARIZONA additional information, visit arizona**guide**.com.

Yet another way to treat secondary photos, when one doesn't have the appropriate insets, all using the same talent.

A very rare instance of using the horizontal version of the AOT identity mark; mainly because of space and the subordinate role compared to the Flagstaff logo.

Interactive

The fleurons are set back and are used delicately so not to take away from more important elements.

Color palette between the textures, type and color fields is consistent and complementary.

Photo chosen to match the topic of the piece. The preference for photography is to be as experiential as possible.

When listing a lot of information, it can be helpful to use a color field instead of a texture; making sure it is made up of one of your colors.

Poster

When using more than one texture, the textures should complement each other's hue and tone.

In the main campaign advertisements, the photos are inset. Here, the secondary photos are not inset, but are still treated in a similar manner, with separation between them.
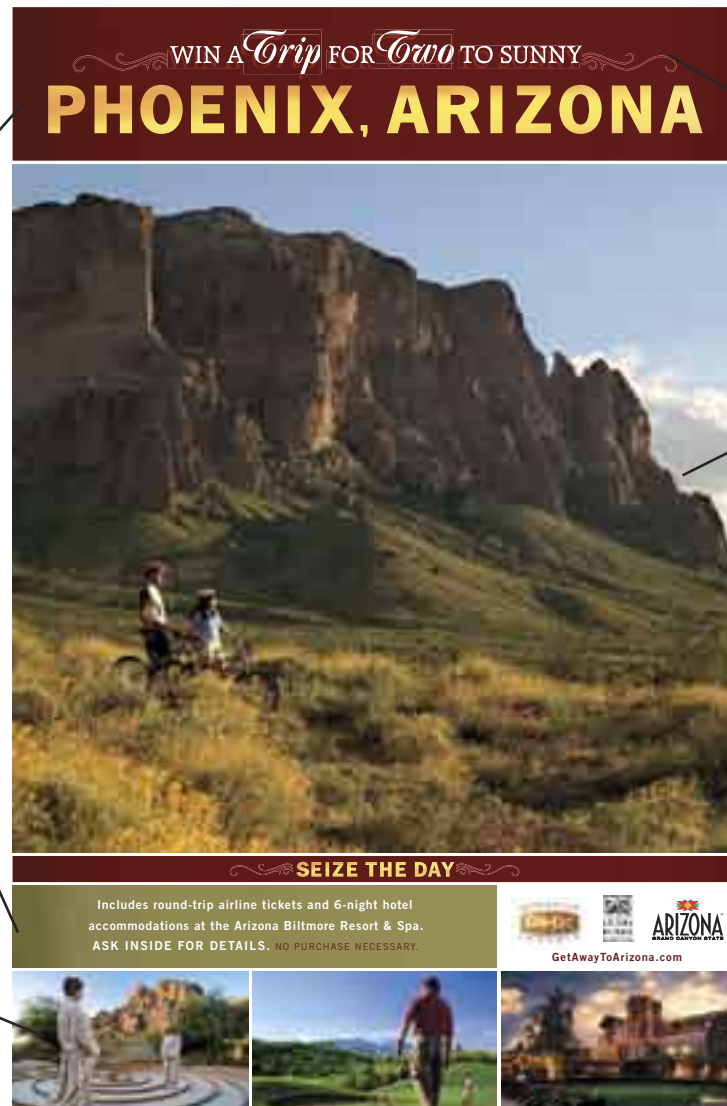
Again, fleurons are set back and are used delicately so not to take away from more important elements.

Photo again highlights the interaction between the person and the environment.

Black AOT identity chosen to separate from the lighter background.

Long format

Textures and horizon lines remain to add color, but take a backseat to the informative nature of this type of communication.

Vendetta (or similar light font) is used for long body copy.

Raleigh is still used for headlines, subheads, callouts, and charts.

Inset photos remain a key element to add visual interest in a copy-heavy layout.

White (negative) space is important so that long format copy remains easy to read and clearly presented.

Informational

Another use of the textures and horizon lines is to divide sections in informational pieces.

ARIZONA NEWS ROUNDUP
News from the Grand Canyon State – Fall 2005

Media Relations Edition

Scenic Road of the Season: Red Rock Scenic Road

You may have heard that Sedona has been named "The Most Beautiful Place in America" by *USA Today Weekend*. What you may not know is that Red Rock Scenic Road, the road that will take you to this stunning and mystical place, is gorgeous in its own right.

From Interstate 17, take exit 298, which will put you on State Route 179. Without stopping, it will take you about half an hour to get to Sedona on this northerly route from the interstate. However, it's worth taking some extra time to make a few stops along the way before you arrive in town.

As soon as you exit the interstate, you'll notice a change in landscape. You'll have been traveling through the high desert, with views of close-up cliffs, far-away mountains and desert scrub and bushes. Then, quickly, you'll notice huge, beautiful red rock spires and buttes up ahead. This is your first sign that you're officially in Red Rock Country.

Your first stop is the Village of Oak Creek. Along the road in Oak Creek, you'll find a selection of hotels and resorts, plus small areas of shopping and restaurants. If your stomach is growling, you'll have to stop at Cucina Rustica, which offers fabulous Mediterranean cuisine and large portions.

Drive a bit farther down the road and work off your meal on a hike. Bell Rock Trail (2 miles) and Courthouse Loop (5 miles) are both great options for seeing the rock formations up close.

As you get closer to Sedona, make a right on Chapel Road. Just a short drive down, you'll see Chapel of the Holy Cross, a beautiful little church built into one of the rock formations. Walk up a short hill to the entrance, and you'll be treated to stunning 360-degree views of the Sedona-Oak Creek area.

At the end of the road, you'll come into Sedona. It boasts more than 80 shops and galleries, and of course, stunning views of the red rocks everywhere you go.

To learn more about Red Rock Scenic Road or any of Arizona's Scenic Roads, visit www.ArizonaScenicRoads.com.

Flock to Arizona's Artist Meccas

It's well-known that Arizona is a state full of exquisite landscapes and stunning vistas. Because of its natural beauty, it's drawn many artists that spend their days painting the views. And many of them have been inspired to make their homes in some of the magical towns that Arizonans refer to as "artist meccas." Now visitors are able to enjoy the art firsthand in galleries and studios that dot the landscape, particularly in three small towns that have drawn a large number of artists.

Tubac
Located just 40 minutes south of Tucson in Tubac, you'll find more than 90 galleries, boutiques and working artist studios – which is impressive for a town with a population of just more than 1,000. Try the monthly Saturday Night Artwalk, or any number of other activities put together by the Tubac Gallery Association. While walking on the main street, take time to explore the history of the town. In the 1700s, it was a Spanish military post. Today, visitors can tour the former presidio at Tubac Presidio State Historic Park. Go to www.tubacaz.com for more.

Bisbee
This former copper mining town tucked in the mountains of the southeastern corner of the state is now an artist's residence filled with galleries, specialty shops, coffeehouses and bookstores. The historic town is being revitalized due in part to the arts community, and was recently named one of "America's Dozen Distinctive Destinations" by the National Trust for Historic Preservation. The Bisbee Visitors Center and the Bisbee Arts Commission have set up a program called ARTventure: Walk in an Artist's Shoes for a Day, where visitors get to follow a local artist and watch them work for part of a day. Check out www.discoverbisbee.com for more information.

Jerome
Another former mining town, Jerome, was best known a few years ago for being an abandoned ghost town built into the side of the massive Cleopatra Hill. Due to the town's beauty and affordable real estate, many people moved there and began setting up shops and galleries in buildings that were formerly brothels and saloons. Today, visitors can find jewelry, pottery, paintings and maybe even a few haunted spots. For more information, go to www.jeromechamber.com.

Explore Arizona's artist meccas. Go to www.arizonaguide.com for more.

Mild Weather Equals Sports Get-Togethers

Mild winter temperatures and beautiful spring weather are right around the corner in the Grand Canyon State. And that means it's time for Arizona's sporting events to kick into high gear. It's the perfect time to get out of the cold weather and witness some of the largest and most exciting sporting events in the nation.

After the Christmas holiday, check out the Insight Bowl, which takes place in Phoenix on December 27. The New Year kicks off with the Tostitos Fiesta Bowl on January 2 at Sun Devil Stadium in Tempe. Last year, more than 70,000 fans packed the stadium. This year's event promises to be even more spectacular, with events surrounding the game including Tempe's Tostitos Fiesta Bowl Block Party, College Football's Biggest Party, National Band Championship, parade and much more. Go to www.tostitosfiestabowl.com for more.

After all that football food, it's time for some running! The P.F. Chang's Rock 'n' Roll Marathon & 1/2 Marathon sprints through Phoenix, Scottsdale and Tempe on January 15. At last year's event, more than 50 bands and 30 local high school cheerleading squads were stationed along the route to provide fun and encouragement. More than 29,000 runners took advantage of the race, which is popular due to the great weather and fast courses. For more information, check out www.rnraz.com.

The end of the month wraps up with a relaxing stroll on the golf course at the FBR Phoenix Open. This PGA Tour event takes place January 30 – February 5. Spectators enjoy seeing their favorite players up close and the sweeping views of the McDowell Mountains in north Scottsdale. Last year, crowds of nearly 500,000 came out to experience the event, which is a perennial favorite on the PGA Tour. For details, go to www.fbropen.com.

When March rolls around, it's time for Cactus League Spring Training. Arizona is the Spring Training home to 12 Major League Baseball (MLB) teams, and visitors can watch dozens of games in just one short visit. Games are played in the Greater Phoenix and Metropolitan Tucson areas, and last the entire month. For additional information, go to www.cactusleagueinfo.com.

Phoenix is also home to several professional and semi-professional sports teams, three of which play in the spring. The American Football League (AFL) Arizona Rattlers and National Basketball Association (NBA) Phoenix Suns both call America West Arena home. The arena's convenient location in downtown Phoenix is within walking distance of dining, nightlife and entertainment.

The National Hockey League (NHL) Phoenix Coyotes and National Lacrosse League (NLL) Arizona Sting began playing at their new arena in Glendale in December 2003. Both teams' schedules coincide with Cactus League Spring Training. The National Football League's (NFL) Arizona Cardinals are building a new state-of-the-art football stadium next to the Glendale Arena that will be ready for the 2006 season and will host the 2008 Super Bowl.

College sports fans can cheer on Arizona State University's Sun Devils in Tempe or the University of Arizona's Wildcats in Tucson.

Plan your winter and spring sports getaways to Arizona now. It's a great way to begin your Arizona adventure. Go to www.arizonaguide.com for more, and go to www.ArizonaVacationValues.com for special deals on your vacation.

ARIZONA
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Calendar of Events November 2005 – January 2006

November

3–6 TUCSON: Tucson Culinary Festival. Includes The Grand Tasting, a signature event with more than 70 wineries presenting and pouring their wines and more than 30 Tucson top chefs offering their culinary specialties. Also a silent wine & food auction. www.tucsonculinaryfestival.com.

10–13 AVONDALE: Checker Auto Parts 500 NASCAR NEXTEL Cup Weekend. Phoenix International Raceway. Four races in four days, including all the stars of the NASCAR NEXTEL Cup Series. $15-$8. www.phoenixraceway.com

11 ELGIN: St. Martin's New Release Festival. Sonoita Vineyards Winery. Souvenir wine glass, live music, food and wine tasting including new releases. $10. 10 am-4 pm. 520-455-5893 or www.sonoitavineyards.com.

12–13 PHOENIX: Chile & Chocolate Festival. Desert Botanical Garden. Sample chile and chocolate products from local vendors and purchase unique Southwest gifts. An array of activities and hot n' spicy entertainment. $4-9. 10 am-3 pm. 480-941-1225 or www.dbg.org.

17–1/1 SEDONA: 17th Annual Red Rock Fantasy of Lights. Los Abrigados Resort. More than a million holiday lights create 60 different themed displays to stroll thru while enjoying holiday music. "Dancing lights" show with lights synchronized to classical holiday music. Dusk. 928-282-1777 or 800-521-3131 or www.redrockfantasy.com.

December

1–24 CHANDLER: Cowboy Christmas. Rawhide at Wild Horse Pass. Rawhide's Main Street illuminates with 150,000 lights including a 100-foot tall tree of lights and nightly lighting ceremony, snow falling, marshmallow toast, live holiday music, holiday Six Gun Theater Show and Saint Nick. Free. 480-502-5600 or www.rawhide.com.

3 LAKE HAVASU CITY: 24th Annual Boat Parade of Lights. Bridgewater Channel. Free. 6 pm. 928-855-8857 or www.golakehavasu.com.

3 PRESCOTT: 52nd Annual Arizona Christmas Parade & Courthouse Lighting Ceremony. Arizona's official Christmas City. 1 pm. Parade. Free. 6 pm lighting. Frontier Christmas Open House at Sharlot Hall Museum. Christmas Around the Kiva at Smoki Museum. Jingle Bell 5K run. 928-445-2000 or 800-266-7534.

3–4 TUMACACORI: 35th Annual La Fiesta de Tumacacori. Celebrating cultural heritage with food, entertainment and crafts, folklorico and Native American dancing, Mexican, Indian. Old-time Arizona music. Free. 10 am-5 pm. 520-398-2341 or www.nps.gov/tuma.

11 TUCSON: La Fiesta de Guadalupe. De Grazia Gallery in the Sun. On the grounds of the adobe gallery and chapel built by foremost Southwestern painter, the late Ted De Grazia. Strolling mariachis, piñatas, children's folklorico dancers and ethnic foods. La Posada procession. 520-299-9191 or 800-545-2185 or www.degrazia.org.

January

12–15 WILLCOX: 13th Annual Wings Over Willcox/ Sandhill Crane Celebration. Guided tours, includes a "hawk stalk," free seminars, workshops, excursions, field trips and bird watching. $15-75. 800-200-2272 or www.wingsoverwillcox.com or www.willcoxchamber.com.

14 GLENDALE: 11th Annual Glendale's Glitter & Glow. Murphy Park. 30 hot air balloons and 500,000 twinkling holiday lights, musical artists. Free. 5-10 pm. 623-930-2299 or www.visitglendale.com.

18–22 SCOTTSDALE: 35th Annual Barrett-Jackson Classic Car Auction. WestWorld. Largest, most prestigious antique/ classic car auction in the world. 700+ American & European classic, sports & racing cars, buyers from around the world. 9 am-10 pm. 480-421-6694 or www.barrett-jackson.com.

20–22 CAREFREE: 13th Annual Carefree Fine Art & Wine Festival. Downtown Carefree. Artists from throughout the U.S. original paintings, bronzes, pottery, sculptures, specialty shops. $2. 10 am-5 pm. 480-837-5637 or www.thunderbirdartists.com.

22–26 FOUNTAIN HILLS: Luminaria Lighting. Along the main streets. Creates the illusion of an old Spanish village. Free. 6 pm. 480-837-1654 or www.fountainhillschamber.com.

20–22 YUMA: 8th Annual Yuma Lettuce Days. Main Street Plaza. A celebration of the local agricultural industry in the winter lettuce capital of the world. Huge produce and farm equipment displays, cabbage bowling, lettuce box car derby, Mr. Lettucehead contest, salad toss-off, food and craft booths, petting zoo, kids' activities and live entertainment. Free. 928-782-5712 or www.visityuma.com or www.yumalettucedays.com.

25–29 QUARTZSITE: 40th Annual Pow Wow-Gem & Mineral Show. More than 450 rock, gem, mineral and jewelry vendors from around the world. Largest operating display of lapidary equipment in the country. Free. 7 am-7 pm. 928-927-6325 or www.quartzsitegemandmineral.com or www.quartzsitechamber.com.

30–2/5 SCOTTSDALE: 70th Annual FBR Open. Tournament Players Club of Scottsdale. One of the PGA Tour's top events with the largest crowds on the tour. Attracts the finest golfers in the world. $20/day or ticket packages. 8 am-6 pm. 602-870-4431 or www.fbropen.com.

This is just a sampling of the exciting events you can experience in Arizona. For a full listing of Arizona events, including holiday celebrations, go to www.arizonaguide.com and click on "Calendar of Events."

White (negative) space is important again, though it's also used in the color fields, as well as the texture. Even on informational pieces, you want to strike a spacious tone.
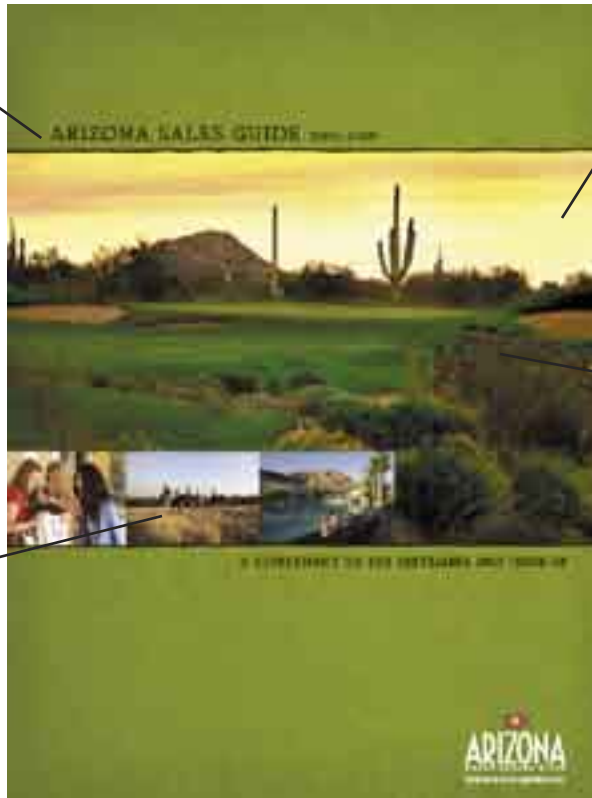
Collateral

Another instance where the complementary color is a tint of the original.

Keep a 1:3 or 1:2 ratio between photo and texture on cover art.

Here the main photo matches the overall color palette within the piece.

When related to the topic, inset photos can be used to add visual interest even on collateral.

Photos, textures, type and color fields are complementary and within color palette guidelines.

Notice the use of the accent script font in the headline. This is one way to draw attention to a piece of copy, when used with a light touch.

High contrast between body copy and the background texture is maintained to ensure legibility.